DOCUMENT RESUME

ED 246 507 CS 504 638

TITLE Mass Communication: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1984, (Vol. 44 Nos. 7 through 12).
INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.
PUB DATE 84
NOTE 17p.; Pages may marginally legible.
PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Advertising; Annotated Bibliographies; *Doctoral Dissertations; Feminism; Film Criticism; Films; Higher Education; Mass Media; *Media Research; *News Media; Newspapers; *News Reporting; Politics; Programing (Broadcast); Radio; Religion; Television Commercials; *Television Viewing

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 36 titles deal with a variety of topics, including the following: (1) content diversity in local television news; (2) advertising influences on consumers' use of evidence; (3) organized labor and the mass media; (4) feminist film theory and practice; (5) advertising slogan recall in the fast food industry; (6) the effects of televised political programs upon voter preferences; (7) "televangelism"; (8) learned helplessness in local television news; (9) television program preference, choice, and viewing behavior; (10) the electronic newspaper; (11) television usage among older adults; (12) children's programing in commercial television; (13) semiotic phenomenology and the film image; (14) the debates over radio use during the 1920s; (15) public radio and the community college; (16) individual and environmental determinants of television viewing behavior; (17) the purposes, strategies, and development of political advertising; (18) patterns of television viewing in the United States; (19) the image of the black family and the white family in American prime time television programing from 1970 to 1980; (20) the effects of two health information campaigns of the complexity of cognitive structure; and (21) predictable patterns of network news coverage of the President of the United States. (HOD)

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Abstracts of the following dissertations are included in this collection:

Atwater, Tony
A MARKET ANALYSIS OF CONTENT DIVERSITY IN LOCAL TELEVISION NEWS

Branstetter, Joe Michael
PREFERRED ACADEMIC PREPARATION FOR PROSPECTIVE NONBROADCAST TELEVISION EMPLOYEES BY CURRENT NONBROADCAST PROFESSIONALS

Carroll, Noel Edward
SOME PHILOSOPHICAL ISSUES OF FILM THEORY

Deighton, John Anthony
ADVERTISING'S INFLUENCE ON CONSUMERS' USE OF EVIDENCE: THE BIAS TO CONFIRM

Douglas, Sara Umberger
ORGANIZED LABOR AND THE MASS MEDIA

Gentile, Mary Catherine
REEL ALTERNATIVES: FEMINIST FILM THEORY AND PRACTICE

Greene, Steven G.
A STUDY OF ADVERTISING SLOGAN RECALL IN THE FAST FOOD INDUSTRY

Grindeland, Martin Adam
AN APPLICATION OF THE THEORY OF REASONED ACTION TO STUDY THE EFFECTS OF TELEVISED POLITICAL PROGRAMS UPON VOTER PREFERENCES

Gross, Charles Richard, Jr.
FORECASTING FUTURE DEVELOPMENTS IN EDUCATIONAL TELECOMMUNICATIONS

Hewlett, Brent Anderson
AN ANALYSIS OF OLDER ADULT RETENTION FROM A TELEVISION PROGRAM

Korpi, Michael Frank
TELEVANGELISM: PREDICTORS OF SUPPORT

Lealand, Geoffrey Ronald
A NATION TUNED INTO ITSELF: A STUDY OF TELEVISION IN NEW ZEALAND, PAYING PARTICULAR ATTENTION TO THE IMPACT OF THE AMERICAN CONTRIBUTION

Levine, Grace Ferrari
LEARNED HELPLESSNESS IN LOCAL TELEVISION NEWS

MacKenzie, Scott Bradley
THE ROLE OF ATTENTION IN MEDIATING THE EFFECT OF ADVERTISING ON ATTRIBUTE IMPORTANCE

McDonald, Daniel Gary
TELEVISION PROGRAM PREFERENCE, CHOICE AND VIEWING BEHAVIOR

Mantooth, Sara Stone
THE ELECTRONIC NEWSPAPER: ITS PROSPECTS AND DIRECTIONS FOR FUTURE STUDY

Miller, Robert Vaughan
A DESCRIPTIVE STUDY OF TELEVISION USAGE AMONG OLDER AMERICANS: REFINING THE PARASOCIAL CONCEPT

Newman, Sharon K.
CHILDREN'S PROGRAMMING IN COMMERCIAL TELEVISION: THE EFFECT OF THE IMPLICIT CURRICULUM ON PRODUCERS' INTENTIONS

Owens, Alfred Warren, II
THE TELEVISION DIRECTOR'S OTHER AUDIENCE: LOCAL TV PRODUCTION PERSONNEL PERCEPTIONS OF SELECTED ASPECTS OF PRODUCTION SITUATIONS AND DIRECTOR COMMUNICATION

Parcells, Frank E.
A QUANTATIVE AND QUALITATIVE MIDWEST RADIO SURVEY: ACHIEVING EMPLOYEE COMPETENCE THROUGH BROADCAST HIGHER EDUCATION

Pavlik, John Vernon
THE EFFECTS OF TWO HEALTH INFORMATION CAMPAIGNS OF THE COMPLEXITY OF COGNITIVE STRUCTURE: AN INFORMATION PROCESSING APPROACH

Presnell, Michael
SIGN, IMAGE, AND DESIRE: SEMIOTIC PHENOMENOLOGY AND THE FILM IMAGE

Prostak, Elaine J.
"UP IN THE AIR": THE DEBATES OVER RADIO USE DURING THE 1920'S

Pullano, Louis Joseph
PUBLIC RADIO AND THE COMMUNITY COLLEGE: DECISION MAKERS' PERCEPTION OF USE

Rouner, Donna Lea
INDIVIDUAL AND ENVIRONMENTAL DETERMINANTS OF TELEVISION VIEWING BEHAVIOR

Rudd, Robert Lyn
THE PURPOSES, STRATEGIES AND DEVELOPMENT OF POLITICAL ADVERTISING

Russo, Michael Anthony
CBS AND THE AMERICAN POLITICAL EXPERIENCE: A HISTORY OF THE CBS NEWS SPECIAL EVENTS AND ELECTION UNITS, 1952-1968

Smoller, Fredric Terry
THE SIX O'CLOCK PRESIDENCY: PREDICTABLE PATTERNS OF NETWORK NEWS COVERAGE OF THE PRESIDENT

Sparks, Glenn Grayson
DEVELOPMENTAL DIFFERENCES IN EMOTIONAL RESPONSES TO A FRIGHTENING TRANSFORMATION OF CHARACTER IN A TELEVISION PROGRAM

Stemen, Gregory Donald
PATTERNS OF TELEVISION VIEWING IN THE UNITED STATES

Sweeper, George Wilson
THE IMAGE OF THE BLACK FAMILY AND THE WHITE FAMILY IN AMERICAN PRIME-TIME TELEVISION PROGRAMMING 1970 TO 1980

Vargas, Daraciela
CHILDREN'S TELEVISION VIEWING HABITS AND THEIR CONCEPTION OF SOCIAL REALITY IN PUERTO RICO

Velez, Hector
TELEVISION AND CULTURE: THE CASE OF PUERTO RICO

Wafai, Mohamed Amin
POLITICAL BEHAVIOR, LEGITIMATION, AND SOCIAL CONTROL: U.S. SENATORS, THE MIDEAST AND TV NEWS

Wesson, David Arnold
PRODUCT SALIENCE, PUFFERY AND PERCEIVED DECEPTIVENESS: A COMPARATIVE TREATMENTS EXPERIMENT

Ziemke, Dean Allen
ADOLESCENT TELEVISION VIEWING AND FAMILY COMMUNICATION PATTERNS AS FACILITATORS OF ROLE-TAKING DEVELOPMENT

A MARKET ANALYSIS OF CONTENT DIVERSITY IN LOCAL TELEVISION NEWS Order No. DA8400530

ATWATER, TONY, PH.D *Michigan State University*, 1983. 183pp.

The Federal Communications Commission has historically supported a regulatory objective promoting diversity of program sources and viewpoints. This objective has included a policy interest in broadcast news and public affairs programming. Few systematic studies have analyzed diversity of television news content aired within the local community. The purpose of this study was to explore the extent to which local television stations exhibited diversity in newscast content within three midwest broadcast markets. The study also investigated what each additional station within a market adds to a community's information pool, with respect to unique news stories. These stories, as defined in this study, are local news items broadcast by only one station within a market on a given news day.

Two secondary missions of the study were (1) to explore content patterns in the broadcast of unique news stories, and (2) to examine editors' perceived newsroom philosophies in the coverage of unique news stories. A two-staged research design was utilized to accomplish research objectives. A content analysis of 45 local television newscasts was followed by the administration of in-depth personal interviews with television news editors.

Findings indicated that approximately half of all local news items in each of the three markets were unique news stories. The majority of unique news stories in each market involved hard news as opposed to soft news. Further, these news stories most frequently involved the topic Human Interest/Feature in two of the markets studied. Interview data revealed that the most common source of unique news stories was the "reporter contact." The data suggested that each additional station within a market contributes a substantial number of unique news stories to a community's information pool.

PREFERRED ACADEMIC PREPARATION FOR PROSPECTIVE NONBROADCAST TELEVISION EMPLOYEES BY CURRENT NONBROADCAST PROFESSIONALS Order No. DA8402949

BRANSTETTER, JOE MICHAEL, ED.D. *George Peabody College for Teachers of Vanderbilt University*, 1983. 106pp. Major Professor: Dale Alam

Television broadcasting curricula exist on over 1,200 college and university campuses across the nation. Students in those broadcasting programs are being graduated faster than the growth of the job market. Many graduates are turning to nonbroadcast television as an alternative career. A number of educators have observed that broadcast and nonbroadcast television, although being similar technically, have distinct programming differences that should be addressed in the academic preparation of future nonbroadcast television professionals.

The purpose of this study was to identify the specific content areas believed to be important in the academic preparation of students planning for careers in nonbroadcast television. In addition, the results of this investigation could be used in the development of a curriculum for a program of study in nonbroadcat television. A cross-sectional survey was conducted to elicit information from a sample of nonbroadcast television practitioners. The population sample was randomly selected from a population of 425 nonbroadcast media organizations listed in Audio-Visual Communication's, "Corporate Communication Centers Guide VII."[1]

The need for this study was suggested by a lack of substantive research that has been conducted concerning the education of private television employees. Only three similar studies have been revealed by an extensive review of literature. Each of the three studies incorporated a questionable population sample that threatened the external validity of the studies. An effective investigation offering conclusions that can be generalized nationwide would be of great value to educators and the nonbroadcast television industry.

This investigation found that coursework preferred by non-broadcast television practitioners for educating prospective media personnel differs from coursework generally offered in a traditional broadcasting program. However, this investigation revealed that nonbroadcast television practitioners believe that a modification of the traditional broadcasting curriculum to allow students to emphasize the nonbroadcast media, is preferable to establishing totally separate curricula. The respondents also felt that the nonbroadcast media job market will grow sufficiently in the next five years to warrant colleges and universities developing curricula to educate nonbroadcast media personnel.

SOME PHILOSOPHICAL ISSUES OF FILM THEORY Order No. DA8403354

CARROLL, NOEL EDWARD, PH.D. *University of Illinois at Chicago*, 1983. 328pp.

This thesis examines several major philosophical issues of film theory. These include debates about the specific nature of the film medium and of film art; debates about the nature of cinematic representation and expression; and about the nature of film fiction and film realism. I approach these issues through the work of three film theorists: Rudolf Arnheim, Andre Bazin and V. F. Perkins.

The subject of Chapter One is Arnheim. Philosophical issues discussed include: Arnheim's commitment to Lessing-type arguments for medium specificity; his espousal of an expression theory of art; his account of expressive qualities in terms of physiognomic properties; and his ill-defined notion of film-as-merely-mechanical-reproduction-of-reality as the central theoretical contrast or foil to the ideal of film-as-art.

Bazin is the topic of Chapter Two. Philosophical issues discussed include Bazin's account of the nature of cinematic representation and of film realism. I also review Stanley Cavell's arguments in support of a Bazinian position on the ontological status of the film image.

Chapter Three examines Perkins' *Film as Film*. Perkins rejects attempts at essentialist film theory like Bazin's and Arnheim's on the basis of arguments like those that are associated, in philosophical aesthetics, with the open concept theory of art. Perkins holds that the aim of film theory is meta-criticism, and he designs a set of general principles for evaluative criticism. Specific philosophical questions are raised here about (1) Perkins' idea that the task of film theory is meta-criticism, (2) the adequacy of a formalist (film *qua* film) system of evaluation, (3) Perkins' account of the nature of filmed fiction, and (4) whether or not Perkins succeeds in escaping the essentialist bias of previous film theory.

In the Conclusion, I argue that each of these three theorists, in different ways, is committed to the belief that certain features specific to the medium of film can be characterized in such a way that these can be used as guidelines for aesthetic decision-making. I offer general objections to what I consider an obsession with medium specificity in film theory.

ADVERTISING'S INFLUENCE ON CONSUMERS' USE OF EVIDENCE: THE BIAS TO CONFIRM Order No. DA8326281

DEIGHTON, JOHN ANTHONY, PH.D. *University of Pennsylvania*, 1983. 223pp. Supervisor: Yoram Wind

This dissertation investigates the proposition that advertising biases the inferences that consumers draw from their experiences with products. The major hypothesis is that consumers draw inferences from evidence that tend to confirm advertising-induced expectations. Subordinate hypotheses assert that this tendency is a bias, the result of: (1) a tendency to sample evidence expected to be confirmatory, (2) a tendency to recall confirmatory evidence, (3) flawed methods of identifying cue-outcome contingency, (4) order effects in the analysis of event sequences.

Two experiments were conducted to test the bias model against the alternative models of classical inference (that inference is independent of advertising-induced expectations), and Bayesian inference (that inference depends on expectations, but not through the intermediation of sampling and analysis biases).

In the first experiment, mothers were shown evidence of the relation between a group of children's preferences for cereals and the cereal's sugar content. In one condition, the mothers were led by advertising to expect that the pre-sweetened cereals would be preferred. In the other conditions, they were led to expect they would

not. Order of exposure and frequency of positive confirmation were manipulated.

In the second experiment, respondents drew inferences from evidence of car reliability, either under the influence of relevant advertising or not.

In both experiments, inferences from evidence were found to depend on advertising. Thus the classical model of inference was not supported. The argument that advertising's influence is a bias, and not normative (in a Bayesian sense), was supported by the findings in the first experiment that: (1) subjects tend to sample evidence that they expect will confirm their expectations. (2) subjects tend to infer cue-outcome contingency to be the extent to which advertising-induced expectations were positively confirmed.

The hypothesis that recall would be biased toward confirmation was supported only when the evidence was neither expected nor extremely surprising. The hypothesis of an order effect was not supported.

Thus the research provides evidence for a view of advertising's function as the directing of inference. The dissertation draws implications of this view for modelling of consumer choice, specifying purchase feedback effects, measurement of advertising effects and public policy.

ORGANIZED LABOR AND THE MASS MEDIA

Order No. DA8324537

DOUGLAS, SARA UMBERGER, PH.D. *University of Illinois at Urbana-Champaign*, 1983. 450pp.

Organized labor historically has made more extensive use of the media than generally has been recognized. Its purposes in utilizing the media are twofold: effective internal communication, and enhancement of labor's visibility, credibility, and legitimacy in the eyes of the public.

This study examines and appraises the relationship between organized labor and the mass media in the United States. The analysis includes a case study of the public relations efforts of the Amalgamated Clothing and Textile Workers Union during its lengthy confrontation with the J. P. Stevens Co. This campaign is explored in some depth and is placed in the context of the changing historical circumstances of labor and mass media in American society. The protest model applied in the analysis allows consideration of a wide range of interview and documentary evidence bearing on legal, political, and economic aspects of the labor-media relationship, especially at the AFL-CIO and international union levels.

Although the class structure of the media industries apparently has changed little since the days when labor leaders decided to publish their own newspapers, labor's methods of dealing with the media have changed from avoidance to image-building to a more realistic activist set of policies and practices.

While this commitment to an increasingly active position has provided media with greater amounts of labor information, much of which is more accurate, substantial, and consistent than in past years, a fundamental problem derives from the fact that private corporations that own media industries shape and dominate coverage of news events and vital issues. For the most part, ACTWU was able to gain favorable publicity by working within this constraint, by turning media attention to issues that were broader than labor-management issues. While in the short run such a strategy may prove effective, more basic labor-management issues may become submerged. In its more active relationship with the media, however, labor improves its prospects for constructive communication with members and, especially, with a public previously not exposed to a labor perspective.

REEL ALTERNATIVES: FEMINIST FILM THEORY AND PRACTICE

Order No. DA8401661

GENTILE, MARY CATHERINE, PH.D. *State University of New York at Buffalo*, 1983. 204pp.

In my dissertation, I focus on films by women directors, to try to discover how women's needs can be served by film, and to suggest a basis for a feminist theory of film. The first portion of the book develops the theoretical framework. In the introduction, I explore the positions of Jacques Lacan and Louis Althusser with regard to individual subjectivity, and in particular, women's subjectivity. I trace the initial deterministic and dead-ended implications of these theories for a feminist ideal for re-vision and social transformation. I follow this, however, with an alternative theory of subjectivity, the possibility of constructing fresh and multiple ways of perceiving reality. In chapters one and two, I do a close and feminist reading of the major film theory of Sergei Eisenstein and Andre Bazin. From certain tensions or conflicts in their writing, I pull the seeds of my thesis, an exploration of the interrelation of ideology and subjectivity as communicated and determined in the film text. In chapter three, I suggest methods a feminist filmmaker might employ to encourage the critical subjectivity and the multiple perceptions developed in the introduction. This section includes a detailed discussion of the viewer's identification process within a film text and an exploration of the role the audience plays in a feminist film aesthetic.

Part two of the book includes three chapters, each an analysis of an individual film or group of films by three contemporary feminist directors. The works are examined in relation to the issues and film methods discussed in the preceding portion of the book. The filmmakers I work with are Yvonne Rainer (United States), Helke Sander (Germany), and Marta Meszaros (Hungary). They represent an international spectrum of styles and tastes, and their work ranges from the traditional narrative film to startling experimental forms. I illustrate, through analyses of these films, possible methods filmmakers can employ to encourage the development of the new subjectivity proposed in the first part of the dissertation.

A STUDY OF ADVERTISING SLOGAN RECALL IN THE FAST FOOD INDUSTRY

Order No. DA8327452

GREENE, STEVEN G., D.B.A. *Memphis State University*, 1983. 135pp. Major Professor: C. Lyn Abercrombie

One of the most visible stimuli to which consumers are exposed is the advertising slogan. Advertisers should be concerned with the degree to which their campaign slogan is recalled and associated with product benefits.

An important element to consider in advertising slogan effectiveness is the characteristics of the audience to whom the communication is directed. The foundation of this dissertation has been to determine if certain demographic and media usage characteristics predict slogan recall. If certain target audience characteristics exist which predict slogan recall, then advertisers would be able to direct their efforts toward the specific predictor characteristics. Furthermore, if advertisers know which characteristics are present in those members of the target audience who do not recall advertising slogans, then efforts can be made to try other means of reaching that target segment.

In order to determine which demographic and medica usage characteristics are critical to the recall of advertising slogans, a set of hypotheses and a research instrument was developed. The fast food industry was selected for the study because of heavy usage of advertising slogans by fast food restaurants.

A stratified random sample was drawn from the population of Memphis, Tennessee. Based on a confidence level of 95 percent and 4 degrees of precision, a sample size of 700 respondents was used.

There were fifteen advertising slogans used in this study. The number of slogans a respondent was able to correctly identify was established as a dependent variable and selected individual slogans were also tested as dependent variables. Demographic and media usage habits were established as independent variables.

Correlation and regression analyses were used to measure the relationships among the variables. The variables age, marital status, sex, race, visits to any fast food restaurant, days per week read a newspaper, and times per week read a magazine were significant at the .01 level.

Therefore, there are significant characteristics which predict slogan recall. The predictor characteristics determined by this study should be given primary attention by advertisers when focusing communication efforts toward the target audience.

AN APPLICATION OF THE THEORY OF REASONED ACTION TO STUDY THE EFFECTS OF TELEVISED POLITICAL PROGRAMS UPON VOTER PREFERENCES

Order No. DA8321747

GRINDELAND, MARTIN ADAM, PH.D. *The University of Wisconsin - Madison*, 1983. 517pp. Supervisors: Professor Winston Brembeck, Professor Edward Donnerstein

The theory of reasoned action served as a framework to study the effects of televised political programs upon young, first time voters during the 1978 Wisconsin gubernatorial campaign. The Fishbein model based on this theory predicts and describes voter preferences as a function of attitudes and subjective norms. A quasi-experimental separate sample pretest-posttest design incorporated an experimental treatment consisting of cablecasting eighteen hours of televised political programs into university dormitory rooms during prime time over a seven-day period. Exposure to the experimental treatment resulted in more changes toward the incumbent. This occurred despite the fact that the challenger won an upset victory and relied heavily upon televised political programs. Discriminant analysis helped to identify beliefs associated with changes among respondents who watched these programs. Changes were categorized as reinforcement, crystallization, deterioration, neutralization, and conversion. Several important conclusions emanated from this investigation: (1) The Fishbein model may be utilized to identify differential beliefs which serve as determinants of voter preferences. (2) Discriminant analysis may be utilized to identify particular image, issue, and normative beliefs associated with changes on the voter preference scale. (3) Televised political programs may produce detectable changes in voter preferences.

FORECASTING FUTURE DEVELOPMENTS IN EDUCATIONAL TELECOMMUNICATIONS

Order No. DA8401133

GROSS, CHARLES RICHARD, JR., PH.D. *University of Missouri - Columbia*, 1983. 325pp. Supervisor: Walter Hunter

Statement of the Problem. The purpose of this study was to provide a planning guide for educators interested in future applications of educational telecommunications. This was accomplished by using a statistical forecasting tool, known as the Delphi procedure, to predict which technological developments or their applications are likely to occur, and to predict their relative importance for educators.

Method. The Delphi panel was comprised of professional educators representing single institutions and educational consortia who had expertise in telecommunications and representatives of major telecommunications industries, including satellite common carriers, cable MSO's, hardware and software manufacturers and trade organizations. Fifty-three panel members participated including 35 educators and 31 industry representatives.

The process consisted of three rounds. In the first, panel members were asked to give specific predictions concerning applications of 16 emerging technologies. During the second and third rounds, panelists were asked to rate each application on two five-point Lickert scales corresponding to likelihood of use and importance for education. Those predictions scoring above an Agreement Index Mean were considered likely educational adaptions of the technology. A similar strategy was employed for determination of probable facilitating and inhibiting factors.

Findings and Conclusions. Both likely and educationally important applications of new technologies were found for both the home and campus settings. Adaptations of videodisc, interactive cable, speech recognition systems, addressable audio, fiber optics, direct broadcast satellites, CAI, digital video, HRTV, 3-D TV, and teletext systems were predicted. Also predicted were the emergance of new educational satellite networks, and home and campus access to emerging national and international audio/video data bases. Educational applications of these technologies for the worksite were also predicted.

The development of educational telecommunications consortia and educational partnership with business and industry were seen as having the greatest potential for facilitating this development. Inhibiting factors included state, local and federal government as well as formal educational institutions.

AN ANALYSIS OF OLDER ADULT RETENTION FROM A TELEVISION PROGRAM

Order No. DA8407004

HEWLETT, BRENT ANDERSON, PH.D. *The Florida State University*, 1983. 166pp. Major Professor: Walter W. Wager, Ed.D.

The purpose of this study was to investigate what a group of older adults remembered after viewing a television program. The study sought to discover how much was learned, what proportions were main and subordinate ideas, what ideas were inferred by the viewer, and what change in recall occurred after a period of two days.

Fifty-nine older adults from an association of retired persons participated in the study. They were randomly divided into two groups, the immediate recall group and the delayed recall group.

The narration of a NOVA television program, shortened to be 30 minutes long, was subjected to a text analysis procedure to identify main ideas and subordinate ideas. A total of 1,317 ideas were presented, 315 main ideas, and 1,002 subordinate ideas. A recall test was developed and contained 14 items measuring main ideas, and 14 items measuring subordinate ideas. Eight items were written to measure inference.

Both groups viewed the television program. The immediate recall group took the test immediately afterwards, the delayed recall group took the test two days latter.

Results indicate that both groups recalled approximately 54% of the main ideas immediately after viewing the program and 53% after two days. There was no significant difference in recall of the main ideas. However, 54% of the subordinate ideas were recalled by the immediate group and 48% by the delayed group. The difference between immediate and delayed recall of subordinate ideas is statistically significant. The subjects had a high overall level of education and both groups answered correctly about 5 of the 8 inference questions.

A three way analysis of the variance indicated that mean performance scores on all recall tasks were significantly higher with education levels above high school.

TELEVANGELISM: PREDICTORS OF SUPPORT

Order No. DA8325161

KORPI, MICHAEL FRANK, PH.D. *The University of Iowa*, 1983. 347pp. Supervisor: Professor Samuel L. Becker

This study investigates the phenomenon of televangelism by examining a sample of regular televangelism viewers and listeners drawn from the Cedar Rapids, Iowa market. The study is exploratory. It seeks to discover important variables and the relations among those variables. In order to find the important variables, this study attempts to explain or predict the support given to televangelism by audience members.

Five types of measures were used to provide the basic data: (1) support for televangelism, (2) religious radio and television use and avoidance orientations (including audience activity with religious programs), (3) religiosity, (4) communication exposure, and (5) demographics.

The data were collected between April 12, 1982 and May 15, 1982. A telephone survey identified regular televangelism viewers and listeners. These persons (199) were then sent a questionnaire in the mail.

Regular viewers and listeners made up a relatively large segment of the population (26%). More than 40% of the sample watch or listen to more than one religious program during a typical week, and more than 40% receive messages from televangelists through channels of communication other than radio and television.

Seven primary orientations to religious television and radio programs were found: (1) Self-centered Religious Benefit, (2) Social Facilitation, (3) Avoidance, (4) Learn About God and Religion, (5) Nothing Special About Televangelism, (6) Entertainment, and (7) Better Than Church.

For explaining or predicting support given to televangelism, the religiosity and uses and gratifications variables were the most useful.

Examination of the interrelationships among variables led to inferences about motives for the use/avoidance orientations. These inferences, in turn, suggest that there is hope for parsimony in explanations of the televangelism phenomena. The psychological theories of motivation which can be categorized as affiliation or consistency theories appear to be the most promising for this purpose.

A NATION TUNED INTO ITSELF: A STUDY OF TELEVISION IN NEW ZEALAND, PAYING PARTICULAR ATTENTION TO THE IMPACT OF THE AMERICAN CONTRIBUTION

Order No. DA8327880

LEALAND, GEOFFREY RONALD, PH.D. *Bowling Green State University*, 1983. 159pp.

The purpose of this study was to examine the role of television in the lives of New Zealanders. A short history and description of television in New Zealand is provided, with special attention being given to the role of those involved in program selection and scheduling.

A review of related research indicates that very little research has been done on the role of television in New Zealand life. What little has been done concentrates on the young viewer and fails to examine the impact of television on the lives of older viewers or whether television plays a useful role in New Zealand society.

This study utilized the responses to a mailed questionnaire of 246 residents in the Christchurch metropolitan area and these are examined to see what use was made of television and what opinions were held about it. Special attention was paid to the American contribution to New Zealand television, in order to discover what images were provided for viewers and how these were perceived.

Results indicated that there was a very marked pro-United Kingdom and anti-United States bias in the sample. Increases were desired in the amount of television programs from the former source and decreases in those from the latter source. American television programs screened in New Zealand appeared to reinforce anti-American predispositions in the sample rather than modifying them. However, attitudes toward American television programs in the sample may be seen as a reflection of their attitudes toward television as a whole, with respondents exhibiting an overall conservative use of it as a medium, a highly selective utilization of its content, and giving it only modest praise.

Results also appear to indicate that television has been a mixed blessing for many New Zealanders. It has provided them with a national forum and a wider window on the world but at the same time has increased self-consciousness about the geographical isolation of the country and its insignificance in world terms. The variety of messages received by viewers has also increased problems of cultural ambiguity, inhibiting as well as assisting the formation of images of national identity.

LEARNED HELPLESSNESS IN LOCAL TELEVISION NEWS

Order No. DA8401079

LEVINE, GRACE FERRARI, PH.D. *University of Massachusetts*, 1983. 98pp. Director: Professor Vernon Cronen

Two weeks of New York local television newscasts were analyzed to assess the extent to which human helplessness was a point of focus in news segments and also to determine what attributions were most likely to be associated with helplessness. Helplessness was found to be the focus of attention in 71.4% of the time during which news was presented. The average helplessness index for the three stations studied, over the two-week period, was 2.05 slightly above moderate. Of the six rating categories used to classify news segments, the greatest proportion of time was devoted to extreme helplessness. As levels of helplessness increased so did the likelihood of attribution to global, stable and external causes. The general public was more likely than prominent and professional people to be portrayed as helpless. In those few instances when prominent and professional central figures were helpless, their helplessness, unlike the general public's was more likely to be associated with unstable and internal causes. These findings are discussed in terms of their possible social implications.

THE ROLE OF ATTENTION IN MEDIATING THE EFFECT OF ADVERTISING ON ATTRIBUTE IMPORTANCE

Order No. DA8326742

MACKENZIE, SCOTT BRADLEY, PH.D. *University of California, Los Angeles*, 1983. 230pp. Co-Chairs: Professor Harold H. Kassarjian, Professor Richard J. Lutz

Perceptions of attribute "importance" have been hypothesized to have a substantial impact on consumers' information search and brand selection processes. Little empirical research, however, has attempted to determine whether attribute importance is affected by advertising or other marketing efforts. The purpose of this dissertation was to investigate the process through which advertising influences attribute importance.

The fundamental hypothesis advanced was that the amount of attention or thought drawn to an attribute by an advertisement mediates the effect of advertising on attribute importance. Two experiments were designed to test this hypothesis.

The first experiment investigated whether the amount of attention given to an attribute directly influences its importance. In this experiment, subjects were exposed to a watch advertisement emphasizing the importance of the attribute, water-resistance, and were asked to think about the claims being made in the ad. After 60, 105 or 150 seconds the importance of water-resistance was measured. Results indicated that the amount of attention given to the attribute influenced its importance.

The second experiment investigated whether attention mediates the effect of several advertising-related factors on attribute importance. This experiment manipulated the concreteness of advertising copy, the relevance of the ad's picture to its copy and the number of times the ad was presented, while controlling for individual differences in need for cognition and product knowledge. The effects of these factors on the amount of attention given to the attribute emphasized in the ad and on the attribute's importance were examined. The data indicated that only the concreteness of the advertising copy significantly influenced the amount of attention given to the attribute; and as in the first study, the amount of attention given to this attribute influenced its importance.

Together, these experiments demonstrated that the amount of attention drawn to an attribute by an advertisement mediates the effect of advertising on attribute importance.

TELEVISION PROGRAM PREFERENCE, CHOICE AND VIEWING BEHAVIOR

Order No. DA8325533

MCDONALD, DANIEL GARY, PH.D. *The University of Wisconsin - Madison*, 1983. 149pp. Supervisor: Professor Jack Myron McLeod

This study attempted to integrate a variety of findings which suggest that influences other than sheer preference operate in television viewing situations. Beginning with the assumption that not all viewing is under the control of the individual audience member, that choice and viewing are subject to scheduling, availability, socialization, and other household members' influence, this study sought to separate the various aspects of the viewing process in order to begin to unravel the major forces operating.

Developing a general model of television viewing, the first stage in the analysis was seen as controlling for those variables which, while holding much potential for future research, were not of immediate interest.

Viewing diary data were collected and analyzed for 117 households including 314 individuals. Respondents viewing behavior for one week in November, 1982, was recorded and served as the basis for the analysis.

Results of multiple regression analyses predicting viewing did not find support for demographic indicators affecting viewing behavior. The only statistically significant predictors were viewing inertia (viewing at the previous time period) and peer viewing. A statistical test was employed to determine whether regression equations were equivalent across family roles, and the test found support for equivalence.

In further analysis, television programs aired during the viewing week were categorized into content types. These types were subjected to a factor analysis which resulted in three factors

underlying the program types. Residuals from the previous equations were used as a dependent variable in a test of the stability of preference based on the three factors.

Statistically significant multiple correlations were found between the factors and the viewing residuals. An additional test of the equality of regression equations for twenty-five individuals chosen randomly from those in the sample with seven nights of viewing showed regression equations relating the factors and viewing residuals were individual specific.

Results were interpreted as indicating support for the stability of individual preferences.

THE ELECTRONIC NEWSPAPER: ITS PROSPECTS AND DIRECTIONS FOR FUTURE STUDY Order No. DA8402743

MANTOOTH, SARA STONE, PH.D. *The University of Tennessee*, 1982. 198pp. Major Professor: Dr. George A. Everett

The purpose of this study was to examine the development of electronic newspapers in the United States, particularly the eleven electronic newspapers created for the home information retrieval project conducted from 1980-82 by the Associated Press and CompuServe.

The dissertation, which included a state-of-the-art description of videotex usage today and a lexicon of terms for the new technology, is accompanied by a four-hour videotape providing representative selections from each of the eleven newspapers participating in the project.

The primary method of data gathering was the telephone interview which was utilized to ascertain the decision making and production practices associated with the individual newspapers. From the interviews, which were conducted with either a representative of the management team at each newspaper or with the editor of the electronic edition, it was possible to create a composite picture of the typical electronic newspaper in the experiment; to create a detailed account of production practices at each of the respective newspapers, and to ascertain the opinions of the drawbacks, benefits and prospects for videotex from eleven people who worked closely with the new medium over an extended period.

The major conclusions of the research were identifiable at both a micro- and macro-level. At the micro-level, the consensus was that the newspapers had been unimaginative and largely unsuccessful in their attempts to create a new product; at the macro-level came the realization that the new technology has the potential to eliminate geographic barriers, thereby opening the door to equalization of all information providers. The equalization factor eliminates the notion that the publisher of a newspaper is the holder of a local franchise, and replaces it with the dilemma of whether the newspaper wishes to serve a national audience or focus on a narrow public. Additionally, publishers of electronic newspapers must decide whether they want to be information providers only, in which case they are vulnerable to a host of other information providers, or if they want to become systems operators, as well, in order to control or restrict the information carried on the system.

A DESCRIPTIVE STUDY OF TELEVISION USAGE AMONG OLDER AMERICANS: REFINING THE PARASOCIAL CONCEPT Order No. DA8327527

MILLER, ROBERT VAUGHAN, PH.D. *The Pennsylvania State University*, 1983. 166pp. Adviser: Dr. Thomas W. Benson

This is a uses and gratifications study which examines the parasocial use of television among a sample of older adults. The purpose of the study is to provide a clearer theoretical orientation to the parasocial concept and to test for its potential correlates. In the discussion on the theoretical development of the parasocial concept, a model is presented and explicated. The main variables measured are: parasocial usage of television, importance of television, satisfaction with television programming, amount of television viewed, favorite programs, amount of social interaction, and parasocial content of programming viewed. Special measurement scales were developed for all of the main variables. Social interaction was measured by a self-report instrument called the Interaction Index. All data were collected using the schedule standardized interview method in the homes of the respondents by trained interviewers.

The findings of the study indicate that there are small, but significant positive relationships between a measure of parasocial usage (Parasocial Usage Scale), amount of television viewed, and the importance of television. The study predicted that educational level would correlate negatively with parasocial usage. A weak relationship was confirmed. However, no significant relationship was found between parasocial usage and income level, television programming satisfaction, or health status. In a correlation between a measure of social interaction and the parasocial content of programs viewed, a definite, but small relationship was found. However, no relationship was found between social interaction and a measure of parasocial usage or with amount of television viewed. A fair association was discovered between the variables of television programming satisfaction and amount of television viewed. No relationship was found between age and parasocial usage. However, programs most often chosen as favorites by the respondents were usually judged to be high in parasocial content.

This study revealed many weak to moderate correlates of parasocial usage. In addition, it contributes to an understanding of the parasocial concept and distinguishes between parasocial usage and the parasocial content of television programming. Moreover, it appears, based on a comparison of theory expectations and the research findings, that the parasocial theory receives some validation.

CHILDREN'S PROGRAMMING IN COMMERCIAL TELEVISION: THE EFFECT OF THE IMPLICIT CURRICULUM ON PRODUCERS' INTENTIONS Order No. DA8407222

NEWMAN, SHARON K., PH.D. *Michigan State University*, 1983. 175pp.

The purpose of this study is to look at commercial children's television through a curriculum frame-of-reference. It is an inquiry into the intentions of children's programmers in the top one hundred markets in America in order to identify the implicit curriculum operating within the television industry. Producers' intentions include their background narratives, attitudes toward education, and their perceptions of factors that influence programming decisions.

Media literature is reviewed showing producers as "gatekeepers of society" whose intentions shape children's programming. Four educational approach visuals are developed from curricular literature as data gathering tools to elicit producers' responses to combining educational curriculum and television production. Each approach represents a major family of curriculum design providing a frame-of-reference for producers to select content, plan strategy, and formulate objectives. A questionnaire/interview schedule, employed during personal interviews, reveals whether or not producers can conceive of combining programming with the following curricular models: (1) Cultural Heritage Approach; (2) Personal Experience Approach; (3) Skills Development Approach; (4) Age-Appropriate Approach.

The implicit curriculum is inferred from a content analysis of producers' responses to the visuals from which suggestions are developed for educators interested in children's programming.

The following are major conclusions of this study: (1) Television is not an impersonal force creating its own images and ideas. (2) Television content cannot be understood apart from producers' endeavors. (3) Producers' endeavors cannot be understood apart from their intentions and the implicit or hidden curriculum of television that shapes those intentions. (4) The implicit curriculum and television producers' intentions are interactive. (5) Children's producers perceive curricular input in terms of television's implicit curriculum. their perceptions of the implicit curriculum affect their attitudes toward incorporating an educational format into programming design. (6) Producers identify ten factors of the implicit curriculum affecting programming decisions: (a) Occupational Motivation; (b) Economic; (c) Technical Structure-Future; (d) Technical Structure-Present; (e) Personal Needs; (f) Need for Training; (g) Audience Control; (h) Legal; (i) Sociopolitical; (j) Commitment to Children. (7) Producers point to use of educational guidelines in nontraditional television programming, but

not present commercial broadcasting. (8) Producers suggest educators and programmers become a networking exchange of information if future change in children's programming is to be effected.

THE TELEVISION DIRECTOR'S OTHER AUDIENCE: LOCAL TV PRODUCTION PERSONNEL PERCEPTIONS OF SELECTED ASPECTS OF PRODUCTION SITUATIONS AND DIRECTOR COMMUNICATION Order No. DA8406146

OWENS, ALFRED WARREN, II, PH.D. *Kent State University*, 1983. 134pp. Director: Dominic A. Infante

A void in communication research exists regarding communication between a TV director and production operatives. Attribution theory, research in dyadic communication, and published materials about television production suggested two hypotheses: (1) calm communication behavior would be positively related to perceived appropriateness of the TV director's communication behavior, to social attractiveness and task attractiveness, and to production crew outcome satisfaction; and (2) calm communication behavior in a threatening situation would be related to more positive perceptions on the set of four dependent variables than would an agitated communication behavior in a routine situation.

Available production operatives (N = 124) at commercial television stations read one of two descriptions of a production situation, assigned randomly. Then, subjects listened to a randomly-assigned audio tape of one of two versions of a director "calling" the program. Finally, subjects completed scales measuring the four dependent variables.

Coefficient Alpha was high for the four scales. Follow-up analyses of variance to a significant MANOVA revealed significance such that all four dependent variables were positively related to calm director communication behavior, while task attractiveness of the director was positively related to a threatening production situation. Hence, Hypothesis One was supported, while Hypothesis Two was supported in part.

Results are discussed with respect to theory and practice, limitations are noted, and suggestions for further research are offered.

A QUANTITATIVE AND QUALITATIVE MIDWEST RADIO SURVEY: ACHIEVING EMPLOYEE COMPETENCE THROUGH BROADCAST HIGHER EDUCATION Order No. DA8326557

PARCELLS, FRANK E., PH.D. *Southern Illinois University at Carbondale*, 1983. 634pp. Major Professor: Marvin D. Kleinau

Since the beginning of broadcast education, academicians and broadcasters have disagreed on the most acceptable approach to its curriculum and instruction. Traditionally, broadcasters advocated a practical orientation, while educators advanced a theoretical orientation. In response to this continuing dilemma, a census survey of small, medium, and major market commercial radio station managers in five midwest states was conducted to: (1) ascertain entry-level and long-term broadcast competence; (2) apply these competencies as implications for broadcast higher education; and, (3) introduce a qualitative, phenomenologically-oriented method to broadcast education research. Three hundred seventy-five subjects responded for a reply rate of 54%. Both quantitative, descriptive-statistical and qualitative, phenomenologically-oriented approaches were employed in data analysis. Statistically-significant and phenomenologically-relevant themes emerged in the study, yielding definitions of broadcast competence for radio announcing, news, and sales employees.

Expectations for announcers include very good on-air delivery, the ability to operate broadcast equipment efficiently, and the demonstration of a proficient production technique. News personnel should be adept at newswriting and gathering, possess a good on-air delivery, and demonstrate an ability to operate broadcast equipment. Sales persons need highly-developed marketing techniques, awareness of competitive media, and proficient production techniques. All employees should be well-versed in the basic skills (reading, writing, and speaking), and have professional radio experience.

For radio career success, the basic radio skills must be maintained and abstract personal qualities like dedication, responsibility, dependability, initiative, and aggressiveness play an increased role in employment longevity.

Radio curriculum and instruction should include: broadcast competency-based instructional development; student internships at commercial radio stations; student preparation in communications skills, cooperative efforts with business departments to provide students with marketing and advertising training; less emphasis on production-oriented courses and greater concentration on liberal arts; a down playing of specialized broadcast training; and a realistic perspective of the commercial radio industry for students through up-to-date career guidance and counseling.

THE EFFECTS OF TWO HEALTH INFORMATION CAMPAIGNS OF THE COMPLEXITY OF COGNITIVE STRUCTURE: AN INFORMATION PROCESSING APPROACH. Order No. DA8404216

PAVLIK, JOHN VERNON, PH.D. *University of Minnesota*, 1983. 263pp.

This dissertation is an attempt to explicate some of the theoretical underpinnings of a mass-media based information campaign. Taking an information processing approach, the concept of complexity of cognitive structure is developed and applied to explain differences in campaign effects.

Data for the study come from the Minnesota Heart Health Program(MHHP), a community-based cardiovascular disease prevention program. A quasi-experimental field study, MHHP is an attempt to utilize mass media and other intervention strategies in an effort to change knowledge, attitudes and behavior related to heart disease.

The data reported here tend to provide mixed support for the first hypothesis of the study, that greater exposure to an information campaign leads to a greater increase in complexity. Looking at the results from the smoking study, the data show fairly strong support for this hypothesis. In contrast, the results of the physical activity study show exposure is only slightly related to complexity.

In the same manner, the data from the two studies tend to provide somewhat mixed support for the second hypothesis, that the higher an individual's level of involvement, the greater the increase in complexity. While the data from the smoking study clearly support this hypothesis, the data from the physical activity study show only a weak link between involvement and complexity.

As a whole, however, these results suggest that the higher an individual's level of involvement, the more active his/her information processing, and thus the greater the internalization of information s/he is exposed to in the media.

Furthermore, it is argued that individuals may be differentially motivated with regard to different topical domains, such as smoking and physical activity, thus explaining some of the difference in results found here.

Finally, it is concluded that while the information processing model may provide a useful framework for investigating the effects of an information campaign, theoretical concepts such as the complexity of cognitive structure--and their interaction with involvement--are crucial to the further development of "theory" in this area.

SIGN, IMAGE, AND DESIRE: SEMIOTIC PHENOMENOLOGY AND THE FILM IMAGE Order No. DA8326559

PRESNELL, MICHAEL, PH.D. *Southern Illinois University at Carbondale*, 1983. 229pp. Major Professor: Professor Richard L. Lanigan

The semiotic study of the cinema as initiated by Christian Metz, is far from consistent in its characterization of the film image as a sign. First, Metz depicts the image as too rich in meaning to be able to analyze, except in a general way, the codes which allow us to understand it. Later, Metz claims we can only make sense of the image as part of narrative signification. Thirdly, Metz suggests that the film image is so rich in its significative powers that our relation to its

meaning can stand as a model of the structure of human consciousness and unconsciousness.

I claim that Metz, at least in his early writings, partially misunderstands fundamental tenents of both phenomenology and semiotics. He tends to treat phenomenology as a descriptive psychology, reducing phenomenology to a subjectivistic epistemology that it in fact explicitly rejects, and similarly reduces semiotics to a positivist science instead of accounting for the critique of positivism offered by much of contemporary semiotic theory. Contrary to some of his claims, I believe Metz's cinesemiotics oscillates between the two poles of traditional positivist metaphysics; subjectivism and reductionistic materialism.

As a corrective to Metz's cinesemiotics and as a contribution to a foundation of a non-positivistic semiotic theory, I propose the notion of *critical desire*. Critical desire is the name for an activity initiated by every sign which (1) produces meaning, (2) discloses an ontology similar to that which Merleau-Ponty calls the "interogative mode of being," (3) ties the production of meaning to the production of desire in the sense that Jacques Lacan uses the term, and (4) in the case of the image as a sign, reveals the intimate link between memory and imagination.

'UP IN THE AIR': THE DEBATES OVER RADIO USE DURING THE 1920'S

Order No. DA8403674

PROSTAK, ELAINE J., PH.D. *University of Kansas*, 1983. 325pp.

As radio first entered the American household during the 1920's, a series of publicized debates ensued regarding the social uses of the radio and its potential impact on American life. Some Americans viewed the new medium as a technological means to democratize society and end persistent social problems, while others feared that radio would further social dislocation and cultural disintegration.

This dissertation employs an historical method of research and is based principally on 1920's periodical literature. It examines the complex and contradictory responses to the nation's first electronic mass medium as it developed within the context of a rapidly changing modern, technological society: religious uses (Chapter 1); educational uses (Chapter 2); political uses (Chapter 3); cultural uses (Chapter 4); and unifying uses (Chapter 5).

Initially, predictions expressed an almost limitless potential for the new medium's use. As radio became more profitable and popular, the dominant issue in the debate became one of how and by whom broadcasting would be limited and controlled. While the conflicting visions of radio's purposes left a permanent tension to serve the public interest within broadcasting, the decade's idealization of business and the nation's lack of clearly defined social objectives allowed more powerful commercial interests to appropriate the new public resource for use predominantly as a mass entertainment medium supported by advertising.

PUBLIC RADIO AND THE COMMUNITY COLLEGE: DECISION MAKERS' PERCEPTION OF USE

Order No. DA8400793

PULLANO, LOUIS JOSEPH, ED.D. *Syracuse University*, 1983. 235pp.

The purpose of this study was to determine how decision makers at public community colleges perceive the use of public radio as a means to assist the college in meeting its community-oriented goals. Five hundred and ten public community colleges were selected as the population for this study. The community colleges were grouped into three categories. The colleges in Category One operate a public radio station; Category Two have a public radio station operating in their host community; Category Three do not operate a public radio station nor is one operating in their host community. Decision makers at 507 of the selected community colleges were surveyed by mail. One community college from each category was selected for a site visit. The findings of the research indicate that the decision makers in all categories perceive public radio as a viable delivery system; however, apart from the Category One colleges, little use is being made of public radio. The findings also indicate that the decision makers in Categories Two and Three prefer a visual medium, such as cable television, as a delivery system. The results imply that public radio will have limited growth in public community colleges.

INDIVIDUAL AND ENVIRONMENTAL DETERMINANTS OF TELEVISION VIEWING BEHAVIOR

Order No. DA8322400

ROUNER, DONNA LEA, PH.D. *The University of Wisconsin - Madison*, 1983. 195pp. Supervisor: Associate Professor Robert P. Hawkins

This study proposes two dimensions of amount of effort in choosing to use television: effort in choosing the medium and effort in selecting specific content to view. Decisional effort is thought to influence various types of active television processing while viewing: reinforcement, or actively taking in information that supports one's beliefs about the world; involvement, or engaging in character identification and feeling part of the action of a show; comparing, or remembering aspects of other shows in relationship to what one is watching; and character assessment, or thinking about aspects of television personalities, such as their appearance, morals, and values. Decisional effort is thought to be a better predictor and explainer of active television viewing than traditional exposure variables--the average amount of television viewed and frequency of television use.

Based on a person-by-situation perspective, information processing and excitation transfer theories are combined here. The subjects were 174 adults--a sample pulled from the Madison, Wisconsin, *City Directory*. Television viewers were interviewed in their homes and surveyed about a recent television viewing experience.

Involvement was found to be dependent on high decisional effort in selecting television content. More effort in choosing the medium and in choosing a specific show predicted comparing. Decisional effort explained involvement and comparing better than the exposure variables. Reinforcement was more dependent on average amount of television viewing.

Many of the hypothesized relationships were supported by this study. Decisional effort was determined to be an important construct, and active television viewing was concluded to be a function of this decisional effort.

THE PURPOSES, STRATEGIES AND DEVELOPMENT OF POLITICAL ADVERTISING

Order No. DA8403759

RUDD, ROBERT LYN, PH.D. *University of Oregon*, 1983. 307pp. Adviser: Ronald Sherriffs

The study examined the advertising strategies of a political campaign and the process by which that advertising was developed. The research was conducted through a participant observation of the 1982 Idaho republican gubernatorial campaign and interviews with the primary participants involved in the development of the campaign's advertising.

The study first compared the intentions of the campaign strategis with findings documented by empirical investigations of the type of audience most influenced by political advertising and the kinds of effects political advertising has on that audience. The objective of the researcher was to determine to what degree those effects reported by effects researchers were actually intended by the producers of the advertising, and whether or not the advertising producers targeted different audiences or intended effects other than those investigated in effects research. The study found that the producers of the advertising did define their audience in different terms, and did intend their messages to achieve additional effects, than reported in empirical research on the audience and effects of political advertising.

The study then analyzed the creative strategies employed in the advertising messages and the process by which the advertising was developed. After identifying the primary advertising strategies, the study examined the roles of the political and advertising advisors in formulating and executing those strategies and the different factors which influenced the development of those strategies and the individual advertising messages.

CBS AND THE AMERICAN POLITICAL EXPERIENCE: A HISTORY OF THE CBS NEWS SPECIAL EVENTS AND ELECTION UNITS, 1952-1968

Order No. DA8324850

Russo, Michael Anthony, Ph.D. *New York University*, 1983. 288pp. Adviser: Professor Daniel J. Walkowitz

Since 1952, television has taken American audiences to the scenes of national political conventions, Presidential debates, funerals of national leaders and moonlandings. By establishing television coverage as part of the political process, it has become the staging ground for political events. This historical study explores the unique alliance between network television and contemporary politics in the development of special events programming or genre. To examine politics and television since mid-century, the history of the transitions, changes and innovations within the structure of network television as evidenced by the CBS News Special Events and Election Units offers a vantage point from which to probe the political culture displayed on television and to assess the role of network television news in the national political culture. This inquiry employs data drawn from the CBS News Reference Library, the CBS News Archive and the CBS Records Center as well as interviews with principal network correspondents, reporters and producers.

As a fundamental first step in conceptualizing a language of television criticism, this dissertation focuses primarily on the forms of news programming as well as the transition, establishment and eventual public scrutiny of the medium. In describing the parameters of the special events genre, this history considers how political events such as party conventions, Presidential debates, election nights and space launches became standard news programming which consequently gave shape to the network news organizations, the political actors and the way in which audiences perceived the political milieu. Hence, through the study of these events, we come to a better understanding of the interchanges and mutual influences of our politics and our news media. Moreover, we recognize the peculiar force and the authority of television news genre itself.

THE SIX O'CLOCK PRESIDENCY: PREDICTABLE PATTERNS OF NETWORK NEWS COVERAGE OF THE PRESIDENT

Order No. DA8406846

Smoller, Fredric Terry, Ph.D. *Indiana University*, 1983. 242pp. Chairman: Professor Lawrence C. Dodd

This dissertation proposes and tests a model that suggests the emergence of television news as the nation's primary source of information about the president has contributed in a systematic yet non-obvious fashion to the decline and fall of recent incumbents. The extensive coverage the network news gives the president, as well as the need for television to present a homogeneous portrayal, produces a four-staged pattern of coverage that can capture and ultimately destroy presidents. This pattern emerges in all "televised" Administrations, regardless of the political party, ideology, or personality of the incumbent.

This dynamic reveals itself as a four-staged pattern of reporting themes that proceeds as follows: During the initial months of a new Administration the network news profiles the president and those close to him. Later, the network news shifts its attention to the politics and substance of the president's legislative agenda. By focusing on the president and his policies, however, the networks inadvertently demand fast success and rapidly create an impression of incompetence, ineptitude, and failure on behalf of the president. Finally, in a vain attempt to refute this perception, presidents often "self-destruct" either emotionally (due to the increased stress brought on by declining support), or politically, by taking unnecessary or unwise policy initiatives that are not successful.

The data base was derived through the examination of the CBS Evening News transcripts for a 14 year period. Approximately 4,800 news reports concerning the president, the White House family, the White House staff, and the president's domestic and foreign policies were included in the sample. These stories were coded for the type of activity portrayed, story tone, and the source and substance of criticisms made of the Administration.

DEVELOPMENTAL DIFFERENCES IN EMOTIONAL RESPONSES TO A FRIGHTENING TRANSFORMATION OF CHARACTER IN A TELEVISION PROGRAM

Order No. DA8323404

Sparks, Glenn Grayson, Ph.D. *The University of Wisconsin - Madison*, 1983. 141pp. Supervisor: Professor Joanne Cantor

An experiment was conducted to determine whether children of different developmental stages differ in their tendency to experience fear during three parts of a television program depicting the transformation of one character into another. Preoperational (3-5 years old) and concrete operational (9-11 years old) children were shown a videotape segment from the television series, "The Incredible Hulk." The segment contained footage which depicted events: (a) just prior to the transformation of character, (b) during the transformation and, (c) just after the transformation. Fear was assessed for each of the three parts of the segment using self-reports, physiological measures, and the coding of facial responses. Piaget's notions of perceptual boundedness and the failure to comprehend transformations, as well as more recent literature on the acquisition of conservation were used to generate the major predictions. It was predicted that relative to their level of fear during the pretransformation events, preoperational children would be more frightened during the transformation and posttransformation events. In contrast, it was predicted that concrete operational children would be less frightened during the transformation and posttransformation events than during the pretransformation events. The self-report data were consistent with these predictions. In addition, the prediction dealing with preoperational children received some support from the physiological and facial indicators. It was also predicted that preoperational children would perceive the original character and the transformed character as significantly different on a number of character dimensions. In contrast, because of the ability of concrete operational children to understand the essential link between the two forms of the character, it was predicted that the older children would perceive the characters as more similar than would the preoperational children. These predictions were supported. All of the results remained unchanged after taking account of the child's prior level of exposure to the program. Subjects' performance on a liquid conservation task was also assessed and related to the findings. Implications of the results as well as suggestions for future research are discussed.

PATTERNS OF TELEVISON VIEWING IN THE UNITED STATES

Order No. DA8405344

Stemen, Gregory Donald, Ph.D. *Ohio University*, 1983. 131pp. Director of Dissertation: Dr. Karin Sandell

This study examines patterns of duplicated television viewing in the United States. A time-based examination of television use observes usual viewing behavior based on the initial decision to view television. There is empirical support for assumptions of a passive audience and a non-first choice model of viewer behavior.

The research identified a pattern for what times the same people tend to be viewing television on adjacent pairs of days and on the same day during adjacent pairs of hours. The study offered two hypotheses. The first hypothesis predicted that there will be greater consistency in television audience duplication of viewing across certain dayparts as opposed to others. It predicted there will be more repeat-viewing across days of the week for three dayparts: late afternoons, early afternoons, and late fringe. The second hypothesis predicted that there will be a greater opportunity for an inherited audience from one hour to the next in a broadcast day, on the average, in some dayparts, rather than others: early afternoon (highest), late afternoon (second highest), prime time (third highest), and late Sunday afternoons (fourth highest).

By secondary analysis the study performed cross-tabulations on the weekly usual viewing habits of a national stratified random sample of 2,476 people over age 13 from households which had at least one

television set. Chi squares and a test of proportions determined the rankings of the duplicated viewing dayparts.

Repeat-viewing results show that weekday afternoons ranks highest as expected. Late fringe ranks quite low of seven dayparts examined. Early evening ranks third highest of the seven dayparts.

Inheritance effect results show Sunday early evening ranks the highest, followed by Saturday early evening, Sunday early afternoon, weekdays early evening, and Sunday late afternoon. Aparently, audiences are usually more available to view television during adjacent hours in these dayparts than during the weekday dayparts of early and late afternoons and prime time.

This study shows viewing seems to be highly correlated to availability to view television. Patterns of duplicated viewing tend to support the notion that viewing habits may depend more on social habit than program content.

THE IMAGE OF THE BLACK FAMILY AND THE WHITE FAMILY IN AMERICAN PRIME-TIME TELEVISION PROGRAMMING 1970 TO 1980

Order No. DA8325241

SWEEPER, GEORGE WILSON, PH.D. *New York University*, 1983. 325pp. Chairman: Professor Christine L. Nystrom

The purpose of this study was to compare the portrayal of the contemporary Black American family with the portrayal of its White counterpart in prime-time network television programming during the period 1970 to 1980. Ninety-three episodes of six Black and six White family comedy-drama series aired by NBC, ABC, and CBS were subjected to content analysis. Data were recorded on such characteristics of the families and family members portrayed as socioeconomic status, educational attainment, occupational roles, nature of character interactions, types of problems dealt with, manner of problem resolution, and personality and physical traits of characters.

Major findings were that Black families were depicted as having a higher incidence of broken homes and a higher percentage of female-headed households than Whites. Black family members were portrayed as less well-educated than Whites and were employed in lower status occupations. Black adult males were depicted in a particularly negative manner (e.g., as hostile, ineffectual, self-centered, pompous, vain, unreliable) when compared to their White counterparts, and the body image of Black mothers was particularly skewed towards fat or obese body types, while most White women were judged shapely or average. Interactions among Black family members were generally more abrasive than among White family members, and particularly abrasive between opposite-sex siblings.

The study concludes that while the old Black stereotypes have to a large extent been eliminated, the broadcast industry has replaced them with a new crop of equally demeaning characterizations of Black people, the Black family, and the Black experience, while maintaining its predominantly positive image and portrayal of White culture and the White family.

CHILDREN'S TELEVISION VIEWING HABITS AND THEIR CONCEPTION OF SOCIAL REALITY IN PUERTO RICO

Order No. DA8407794

VARGAS, DARACIELA, PH.D. *The University of Iowa*, 1983. 132pp. Supervisor: Professor Lowell Schoer

The purpose of this study was to investigate the influence of television on children's social reality beliefs of violence and meanness in the world around them and its relationship to other independent variables.

The conception about social reality that viewing tends to cultivate in children was analyzed with reference to the following independent variables: (1) grade, (2) gender, (3) father and mother education, (4) income, (5) source of information, (6) number of TV sets at home, (7) amount of viewing, (8) frequency of watching a type of program and (9) mediation of significant others.

A survey of a sample of Puerto Rican children in the metropolitan area of Bayamon was conducted using a questionnaire method. Data was gathered from low and middle income public schools among fourth, sixth and eighth graders. The data analysis was conducted using (1) anova one-way and (2) anova two-way.

Significant differences related to violence and meanness conceptions were found as related to the variables of (1) gender, (2) grade, (3) mother education, (4) economical level, (5) amount of viewing and (6) program preference.

Heavy viewers were found to over estimate the prevalence of violence, express mistrust of people and perceive social reality different from light viewers.

TELEVISION AND CULTURE: THE CASE OF PUERTO RICO

Order No. DA8328657

VELEZ, HECTOR, PH.D. *Cornell University*, 1983. 236pp.

This thesis deals with television in Puerto Rico from its infancy to the present. Throughout, it focuses on television as a medium whose effects are to be sought, not on individual viewers, but on the overall cultural environment of the island which is being saturated with non-Puerto Rican cultural symbols and imagery. Because of the dearth of research and written material on this subject in Puerto Rico, a nation struggling with its political and cultural status, the author calls upon social scientists to turn their academic interest to television as a "socializing agent," a fabricator of new myths and new cultural symbols. In having focused their attention on political colonization and dependency, most social scientists are unaware of the "colonization of the mind" and the role of the "international information flow" and the degree to which Puerto Rico is merely a small part of the total world context of communications and cultural domination pointing towards the possibility of a "global village."

The material for this thesis was gathered from diverse sources which include interviews, newspaper and journal articles, "and many months of television watching." The files of the Federal Communications Commission in Washington, D.C. and the resources of the Library of the University of Puerto Rico, were also extensively utilized.

The author found very little in Puerto Rican television which could be called autochtonous or reflective of Puerto Rican culture. Most programming is dubbed or imported while Puerto Rican performers are disenfranchized by the industry, and the population is increasingly dependent on televison for "information" and "entertainment." The author calls for the use of alternative media and creativity by those interested in maintaining a cultural balance and in preserving a Puerto Rican identity.

POLITICAL BEHAVIOR, LEGITIMATION, AND SOCIAL CONTROL: U.S. SENATORS, THE MIDEAST AND TV NEWS

Order No. DA8329599

WAFAI, MOHAMED AMIN, PH.D. *University of Minnesota*, 1983. 237pp.

In this study the political legitimation concept is used to test hypotheses regarding the association of an issue (U.S. policy in the Middle East) with actors (U.S. Senators) in the U.S. media (television nightly news).

The general assertion in this study is that legitimation is a social control mechanism used by the media (not necessarily deliberately) to protect and maintain the political system and established conventions. By associating a "legitimate" issue with a "legitimate" actor (*i.e.*, powerful Senator) both the issue and the actor acquire more legitimacy and the status quo is protected. Conversely, if one of the two (*i.e.*, issue or actor) has less legitimacy, an association between them may have negative consequences for the other.

In addition, the study suggests that, for system maintenance purposes, the media will cover fewer nonconventional statements than conventional ones. At least in this case, this assumption is the antithesis of the basic notion of novelty, oddity, and negativity as basic news values in American journalism. System values and conventions may be better determinants of what news is in the American media.

PRODUCT SALIENCE, PUFFERY AND PERCEIVED DECEPTIVENESS: A COMPARATIVE TREATMENTS EXPERIMENT

Order No. DA8402762

WESSON, DAVID ARNOLD, PH.D. *The University of Tennessee*, 1983. 105pp. Major Professor: Alan D. Fletcher

This is a study of consumer perceptions of deceptiveness in advertisements employing social or psychological product benefits as their primary appeal. Preston (1975) generated interest in this type of advertising by claiming the practice is deceptive and should be regulated by the Federal Trade Commission.

The background of this issue, evidence from previous research, and expert opinion are presented. A theoretical structure compiled from theories of de facto selective exposure, perception and retention, and consistency and novelty theories is presented as the basis for formulation of study hypotheses.

A comparative treatments experiment is reported which attempted to test the hypothesis that forced exposure to an advertisement claiming social or psychological benefits for a product of low interest to subjects tends to result in evaluations by subjects of deceptiveness of the advertisement. Advertisements for fictitious brands of cigarettes, support hose and screwdrivers, specially prepared to be of low, high or negative interest to nursing and engineering students, were evaluated for deceptiveness by a panel of experts and by randomly assigned subjects from these student populations.

The panel of experts found the advertisements equivalently deceptive, but both student populations found the hose and cigarette advertisements more deceptive than the screwdriver advertisement. Experimental results neither supported nor disconfirmed the study hypotheses, due to the presence of a confound in the experiment. The speculative explanation of the confound was that varying appeals employed in the three ads were evaluated by subjects rather than interest in the advertised product.

ADOLESCENT TELEVISION VIEWING AND FAMILY COMMUNICATION PATTERNS AS FACILITATORS OF ROLE-TAKING DEVELOPMENT

Order No. DA8319551

ZIEMKE, DEAN ALLEN, PH.D. *The University of Wisconsin - Madison*, 1983. 210pp. Supervisor: Professor Jack M. McLeod

The primary research question addresses two communication behaviors which are hypothesized to affect the development of role-taking during adolescence.

Role-taking is a psychological ability to understand another person's perspective or role. A large literature addresses this concept, but there are two salient reasons for further study.

First, previous research traditions either considered role-taking development largely complete by age 12 or concentrated on the concept among adults. Second is the distinction between role-taking ability and actual role-taking performance. Although adolescents may possess the cognitive ability to take another's perspective, it is how often adolescents use this role-taking orientation which is more important than its mere existence.

Measures of role-taking are developed here to reflect six dimensions of role-taking: (1) Less attribution to personality traits and more to role attributes. (2) Understanding of demographically divergent roles, (3) Comprehension of multiple, incompatible roles, (4) Comprehension of dyadic relationship attributes, (5) Comprehension of future attributes and implications, and (6) Generalization to real life.

Because of small samples sizes and apparent low cross-method validity in previous role-taking research, a different research strategy was employed here. It presents a story in the form of a ten-minute videotaped presentation from a popular television program, and then uses questions to determine the conceptual reasonings used by adolescents.

The results reveal that higher situation comedy viewing is associated with more mature role-taking comprehension, regardless of demographic variables, including parental educational levels. Adolescent peer groups, specifically the number of friends and sexual heterogeneity, are also significant factors.

Family communication patterns show more limited relationships with role-taking. Adolescents from protective family types are shown to be more likely to generalize from the television characters to situations in their own lives. Parental discussions of television characters' motivations are also linked to more mature role-taking dimensions.

Grade and sex are significantly related to the role-taking dimensions, but counter to the hypothesis. Younger adolescents and males show higher levels of role-taking, rather than older adolescents and females as hypothesized.

In summary, television situation comedy viewing and peer group variables are more influential factors, compared to family communication behaviors, to explain adolescent role-taking performance.

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